

**Katz, Bennett**

GOVERNMENT  
DEPOSITION  
EXHIBIT  
1307

**From:** Jensen, Ed  
**Sent:** Wednesday, May 20, 1998 12:50 PM  
**To:** Barnes, Ray; Cobb, Anne; Eitingon, Daniel; Fry, Derek; Goggin, Dennis; Katz, Bennett; Partridge, James; Pascarella, Carl; Van Der Velde, Hans  
**Subject:** Premium Card

I'm concerned that we get in the way of ourselves so much that an exciting new global product is impossible. Consensus from members, regions and Central based on the politics of control yield a product that is so watered down as to be bland and ineffective. Perhaps we just have to settle for not being able to introduce a truly global new product, but I'm not willing to concede that yet. There are way too many cooks in the kitchen, however. If we don't get Op Principles approved at this next Int'l Bd meeting, we'll be talking about product introduction next spring. If I owned the company, we'd introduce the product in the next 60 days. Time to market is important in the industry, yet we'd rather debate and wring our hands, and change our minds over and over again. We will take principles to the Board that are broad enough to make adjustments needed to get an adequate level of regional support for the product and name. *If they are too broad, we are less likely to get approval. I urge all of you to "just do it". It can't possibly satisfy everybody, so let's just focus on the big things, and let's be progressive and innovative. I love the concept of "continuous enhancement" It is the concept of the future but those that get down the experience curve the fastest will be the most successful because they will be the leaders. Of course there will be many stubbed toes and failures along the way, but good companies have the courage to try. As far as the name, well, both Diplomat and Infinite are great. Let's understand what the experts have to say then pick the best based on their input. As far as the chip mandate, why not. We should lead and not capitulate to a few members who can't see the future because they are so worried about this quarters earnings. The chip gives prestige even if it has limited use and it is absolutely need ed for the concept of continuous enhancement. We'll talk more about it at MEC, but I encourage you to find a way to bring closure to this.*

P-0580

**Highly Confidential**  
Subject to Protective Order